

## Press Release

**Messe Düsseldorf India in partnership with All Things Nice expands ProWein Education Campaign to ProWine Mumbai, bringing together the Wine and Spirit fraternity to a major international event in Mumbai.**

Messe Düsseldorf India as one of the leading trade fair Organizers in India is constantly working on the development of new innovative platforms for the various industrial sectors.

One of its recent business development initiatives, the ProWein Educational Campaign made its foray in 2018 bringing together the Wine and Spirits industry in India in form of masterclasses, educational seminars and promotional activities. THE WORLD'S No. 1 International Trade Fair for Wine and Spirits, ProWein, which takes place in Germany every year, was the godfather for this new event in India.

The positive response and great appreciation of the industry stakeholders at ProWein Educational Campaign in 2018 and 2019 paired with the sector's growth forecast prompted the Organizer to enhance the event into a fully-fledged trade fair with a comprehensive conference program. ProWein Educational Campaign becomes ProWine Mumbai and is scheduled from 17 - 18 November 2021 at The St. Regis Mumbai.

ProWine Mumbai will be jointly organised by Messe Düsseldorf India and All Things Nice, which is India's leading wine, spirits and luxury marketing consulting and events agency.

*"We are very excited to include ProWine Mumbai to the family of the ProWein World. By doing so, Messe Düsseldorf India continues to adapt its global expertise in developing new subjects to promising markets like India. This initiative provides an opportunity to create a unique meeting point for the entire Wine and Spirit market in India, where the community and industry experts join to further cultivate the growth of the industry. We are so pleased and look forward to working together with Mr. Nikhil Agarwal, Founder and CEO, All Things Nice, to develop the biggest event for the Wine and Spirit*



**17-18 November 2021  
Mumbai**

International Trade Fair  
for Wines and Spirits

[www.prowine.in](http://www.prowine.in)

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*industry in India attracting all stakeholders in one platform.” Mr Thomas Schlitt, Managing Director, Messe Düsseldorf India states.*

Joining the ProWine family of events, Mr Nikhil Agarwal, co-organiser of ProWine Mumbai and Founder, All Things Nice, adds *“ProWein is the world’s largest trade fair for wines and spirits and we are proud to be co-organisers of this prestigious landmark event series in Mumbai, India. By showcasing the very best of Wine, Spirit, Craft Beer exhibitors, backed by truly inspiring and educational masterclasses, we strengthen the future development of the Indian market. Physical events with real tastings and personal networking are indispensable to the international wines and spirits industry and even more important in India”.*

The previous editions of ProWein Educational Campaign attracted **16 speakers for 18 masterclasses representing 87 domestic and international brands with 400 delegates** for wine and spirit tastings by industry experts, workshops, discussion forums and presentations. Amongst other partners, All Things Nice was instrumental in curating some of the masterclasses and marketing of the previous editions of ProWein Educational Campaigns.

The two-day events at ProWine Mumbai 2021 is anticipated to be the leading international event in the Wine, Spirits and the allied industry in India bringing exhibitors from International and Indian wine and spirit companies along with masterclasses which will be led by leading industry speakers and experts. There will also be a networking evening for trade attended by HORECA, trade media, the wine and spirits trade and a consumer tasting evening on the evening of Day 2. All safety protocols for the ongoing pandemic will be put in place by the venue and organisers for the trade visitors as well as consumers attending the event.

The event website: [www.prowine.in](http://www.prowine.in) will be available soon for more information about the event updates and further information.



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### **About Messe Dusseldorf India:**

Messe Düsseldorf India, a part of Messe Düsseldorf GmbH is amongst the leading global players in the trade fair and events industry and is dedicated to closely work with both Indian as well as international partners and further be a catalyst for the development of industry in India. To know more about, Messe Düsseldorf India, please visit:

[www.md-india.com](http://www.md-india.com)

### **About All Things Nice:**

The company is actively engaged with direct consumers, restaurants, hotels, retail chains and world renown wine and spirit brands through its events and consultancy services. Founded by Nikhil Agarwal, a leading wine and spirit expert, writer and international wine and spirits competition judge. The company also represents the Edinburgh Whisky Academy in India and hosts the Indian Wine Consumer's Choice Awards. To know more about, All Things Nice, please visit:

[www.allthingsnice.in](http://www.allthingsnice.in)

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